

Gamification

How to use the game's mechanics
to collect data and acquire leads

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Introduction

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Introduction

Consumers are demanding; getting their attention is a complicated matter. Every day, marketing professionals are facing a universal challenge: how to innovate and achieve better results? Whatever your Key Performance Indicators (KPIs), the concepts of acquisition, engagement and retention are essential in a marketing strategy.

One of the answers to these challenges is gamification. "Gamification" involves the use of the game's mechanics and design to convey a message. Also known as "interactive marketing", gamification has been used in marketing and management since 2010.

In almost ten years, gamification tools and levers have evolved. From quizzes, contests and personality tests to more entertaining and interactive formats, gamification serves the objectives of **collecting** and **segmenting data**, **engaging** and **retaining** an audience that sometimes escapes us.

But then, why use gamification in our marketing strategies? How can it be used as a tool for engagement and retention? And how can we get to know our customers and prospects better through games? We are trying to explain it in this ebook.

Follow the guide!



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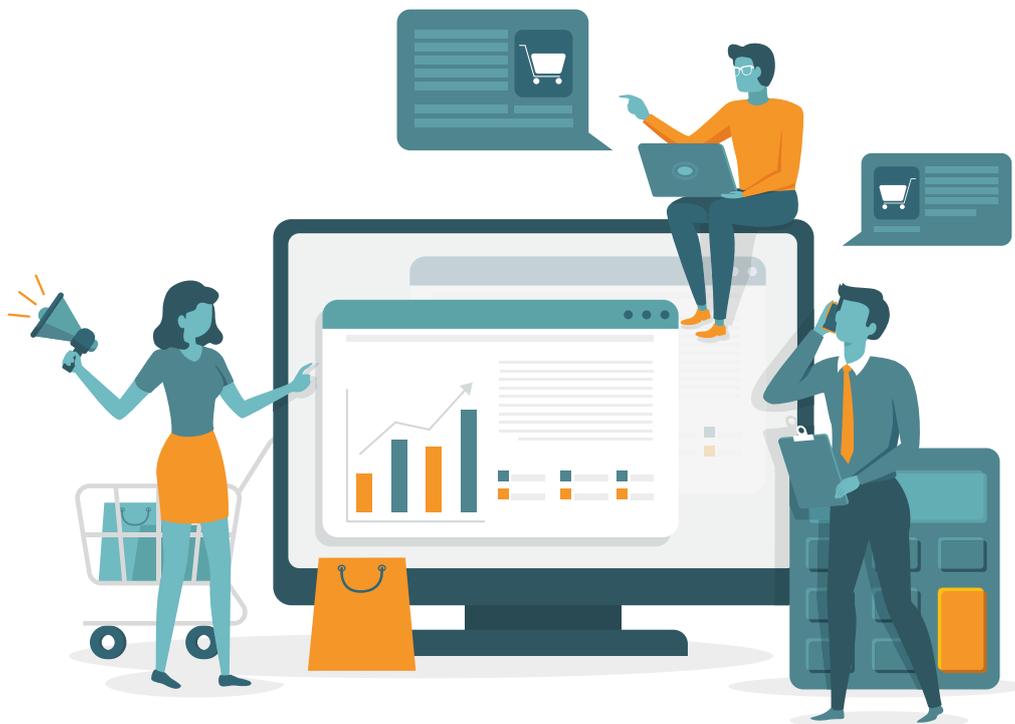
Conclusion

Why use gamification as part of your marketing strategy?

According to Bruno Patino's book, "*La civilisation du poisson rouge*", the degree of attention of a goldfish is eight seconds. Will you guess the one of an average human in the digital age? **Barely nine seconds.**

Capturing consumer's attention has become the hobby horse of marketing professionals. Searched from all sides via content, whether written, video or audio, the consumer no longer knows where to go. That's where gamification comes into play.

Gamification **easily integrates into your Inbound Marketing strategy** because it is a piece of content that conveys a message, just as a blog post, social media post and email can.



Gamified content has several advantages, such as:



Improving your brand visibility



Generating leads



Converting users into customers



Boosting user engagement



Building audience loyalty



And more

Thanks to game-specific concepts such as point accumulation, reward and level design, gamification has proven to be an excellent strategy for capturing consumer's attention.



"We have been able to develop a regular animation strategy with contests that provide us with safe and reliable feedback from subscribers, opt-ins and traffic, but also visibility and a better brand image. It is a whole that allows us to sell better and to be more competitive in the long term."

Tom Legeay

Digital Content & Marketing Campaigns Project Manager at ticketmaster®



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The psychological effects of gamification



In a **report published by Byeong Cheol Lee**, Researcher at Kyonggi University (South Korea) in 2019, "*gamification is an approach that aims to increase the motivation, pleasure and involvement of consumers of goods and services in a context other than gambling.*"

Firstly, **motivation** increases in a game, with a reward or call to action that is interesting for the user. If the consumer is sufficiently stimulated, they will participate in your campaign and will certainly share it with their entourage, making your content viral.

The degree of **enjoyment**, secondly, depends on the type of content you offer to your audience. The more original and fun your content is, the more satisfied your audience will be.

Last comes the **involvement**, or commitment, of consumers to your product or service. A motivated user will be more receptive to your message. As part of a marketing campaign, your ultimate objective is to acquire new customers.



SOME ADVICE:

Be original. The key to an excellent interactive marketing campaign is creativity, to make your content fun and addictive. It is also this originality that will allow your brand to stay in the mind of your audience and bring them back to your platforms.

Be consistent. Your gamification campaign must be consistent with the rest of your content. You wouldn't want part of your audience to be interested in you only for the reward of your competition, would you?

Be engaging. The relationship with your audience does not end after the end of a quiz. Think about the possibility of engaging in a long-term relationship with them, beyond your gamification campaign, via an emailing campaign, for example.

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How can marketing gamification help you drive better results?

Gamification to collect data

Data collection is an essential step in getting to know your audience better. However, the collection is not sufficient on its own. To get the most out of it, you will have to qualify and segment this data to:



improve the targeting of your ads and thus acquire new prospects;



customise marketing and sales communications for existing customers.

As you might have understood, a good qualification and segmentation strategy will help you exceed your business objectives and thus increase your company's profits.

Which types of data are we talking about?

When we talk about "data", we often mean two categories: data **by source** and data **by collection method**. We summarize it all in a few words...

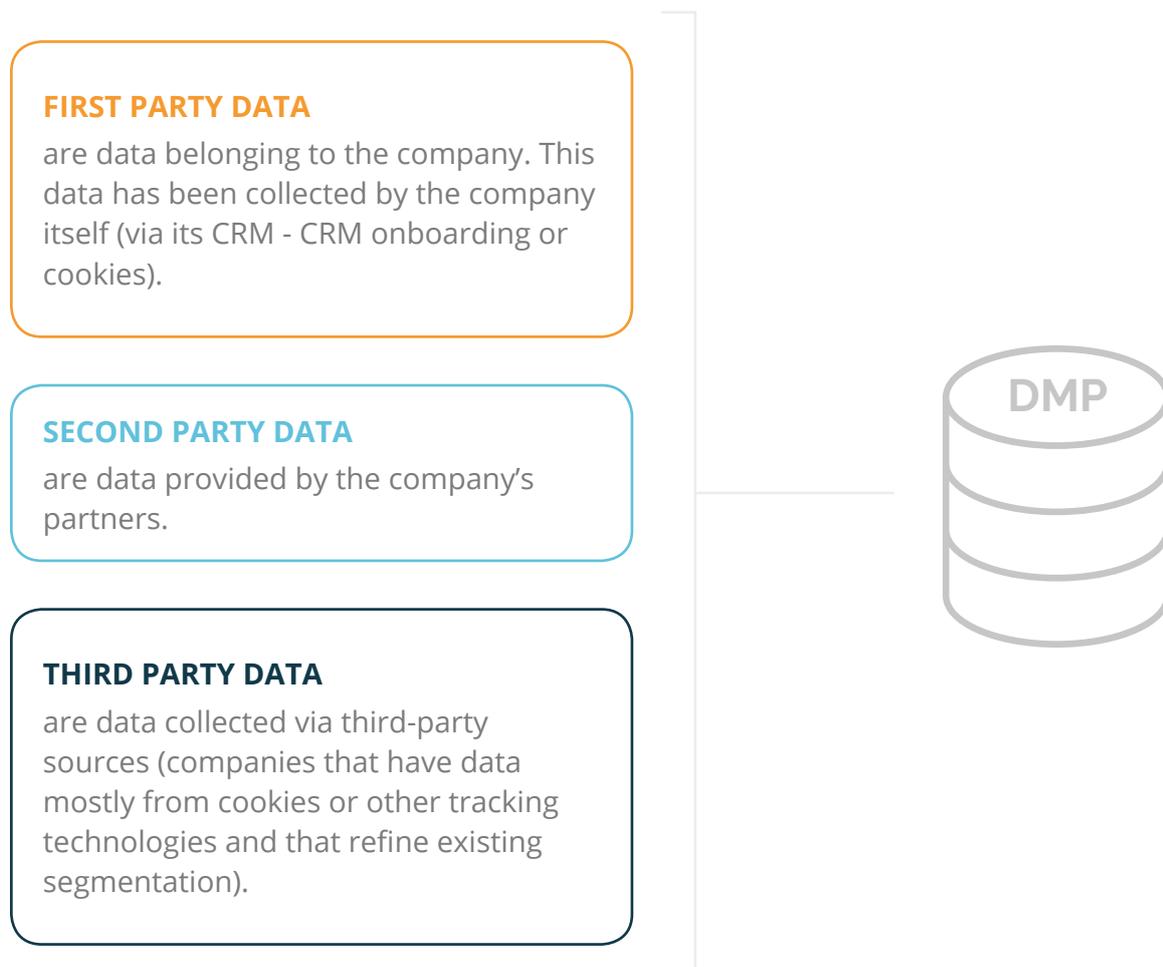
1. DATA BY SOURCE

You have certainly heard of first, second or third party data. The data collected through gamification falls into the first category, namely first-party data.

First-party data is data that you collect yourself as part of your business, whether through offline or online channels. They allow you to obtain **first-class information** about your customers and prospects. First-party data also offers more **control** and **security** because it is your own data.

You will talk about **second-party** data if you receive and integrate data from one of your **partners** into your DMP (Data Management Platform) or CRM (Customer Relationship Management), for example.

As for **third party** data, it is simply data acquired **via external suppliers**, often specialised in collecting and analysing data on a large scale. However, although these are segmented data, they are becoming **obsolete** in a post-GDPR world.



2. DATA BY COLLECTION METHOD

There are many methods for collecting data. However, your data will be classified into different categories: declarative or behavioural.

In the case of **declarative data**, it is all the data **you have collected from customers and prospects themselves**. For example, a user participates in a game that you organise on your Facebook page. They complete a form to validate their participation, by filling in fields concerning their name, first name, email address or his interests. This data, collected directly from the participant, will feed the database you have on them.

Behavioural data refers to information that **you have collected via a cookie or the analytics of your platforms**. Let's take the example of the user and imagine that you are sending them an emailing campaign. Did they open the newsletter? Did they click on the links there? All this data enriches the profile you have already built upon them. It also concerns their purchase history and the pages they visited on your site.



Try to control the quality of your data as much as possible! To assess this quality, you can use the **evaluation grid** modelled by the auditing organisation for early detection and intervention on information systems in the United States (EHDI-IS). This grid includes the six dimensions of your data that you must analyse: integrity, uniqueness, lifespan, reliability, relevance and consistency of the data.

The GDPR in all this?

When we talk about data collection, we must, of course, take the GDPR into account. Please be aware that all data you collect about your customers and prospects must have been done so with their **consent**. Under no circumstances can you act without their knowledge.

The GDPR **concerns personal data**, whether first-party or third-party, declarative or behavioural.

How to collect data in a regulatory way in this case? The answer is quite simple:



Add a legal notice or an opt-in explaining what you will do with the data collected in your gamification forms;



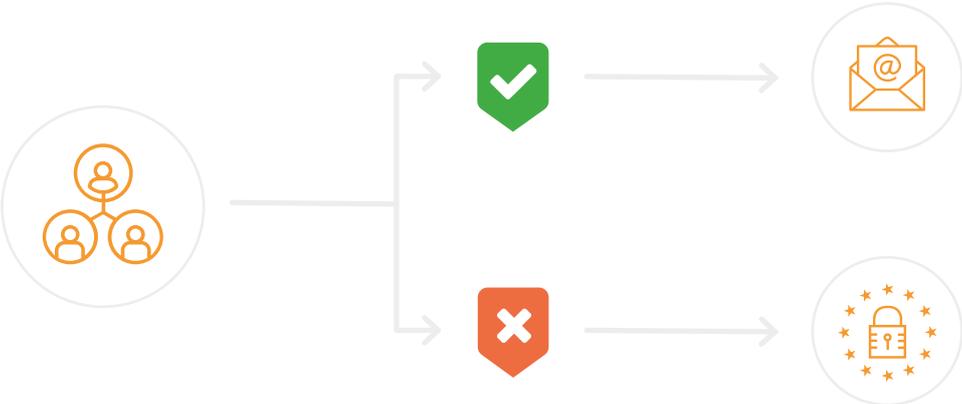
Add a cookie wall on your website to collect behavioural data;



Please ensure that your "Privacy Policy" and "Cookie Policy" pages are up to date;



Add a link to your legal pages in your interactive marketing campaign.



Some examples of this are

Discover how our customers have used gamification to collect first-party data.

1. EGGO'S PERSONALITY SWIPER

Do you know the swiper? It is a simple and popular game inspired by Tinder. Participants must swipe to the left or right to answer the questions asked.

Accessible and attractive to Internet users, this format is ideal for getting to know your prospects and customers better, through personal questions that focus on their personality.

For example, **Eggo**, a subsidiary of the Menatam group and the leader in Belgium in the field of equipped kitchens, released a fun swiper campaign.



The questions asked by the brand related to Internet users' preferences in terms of cooking style. The goal? To better understand the expectations of their audience and then be able to direct marketing and sales actions based on the data collected. At the end of the game, and to validate their participation, users were invited to identify themselves with their Facebook accounts. This identification allows the brand to collect the participants' data and potentially to integrate them into their DMP or CRM tools later.

With the swiper, you can easily segment your client portfolio into subgroups, based on common characteristics, to refine and personalise your targeting. In this case, we could imagine that the segmentation was carried out according to their cooking style: elegant, refined, chic, modern or retro.

Following the collection of declarative data from your audience, the data processing is a key step that must be at the heart of your concerns during your gamification actions.



To this date, Qualifio has enabled its partners to collect more than 50 million customer profiles. To ensure the proper use of the data you collect through gamification actions, we recommend that **you integrate them into your data management tools**, such as your CRM.

The swiper is, therefore, your ally to collect first-party data and, therefore, reliable about the personality of your customers!

Do you want more information about the swiper format? This way!

2. THE DUCRAY DIAGNOSIS FOR DRY SKIN

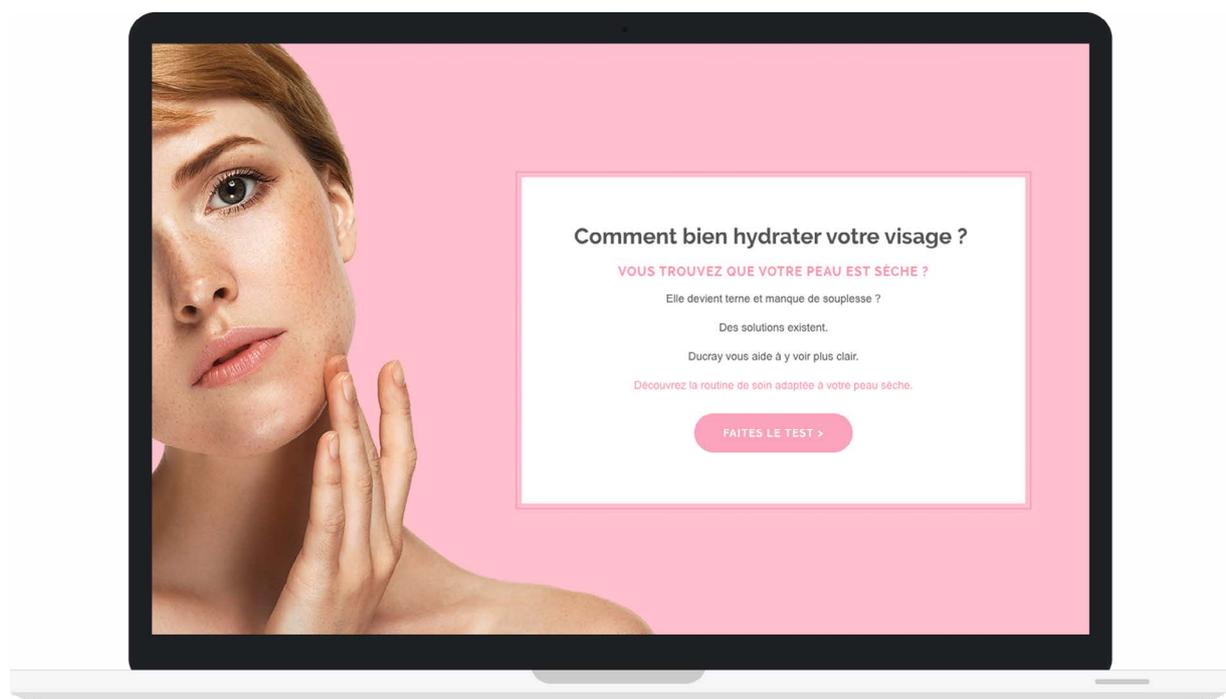
The personality test is one of the gamification formats which remains a classic. Fun and entertaining, users enjoy participating in this type of game, which can quickly become viral on social media.



To increase the chances that your marketing campaign becomes viral, we advise you to choose a current theme or to take advantage of important events for its launch (World Cup, British Academy Film Awards,...) and to define an upstream communication strategy.

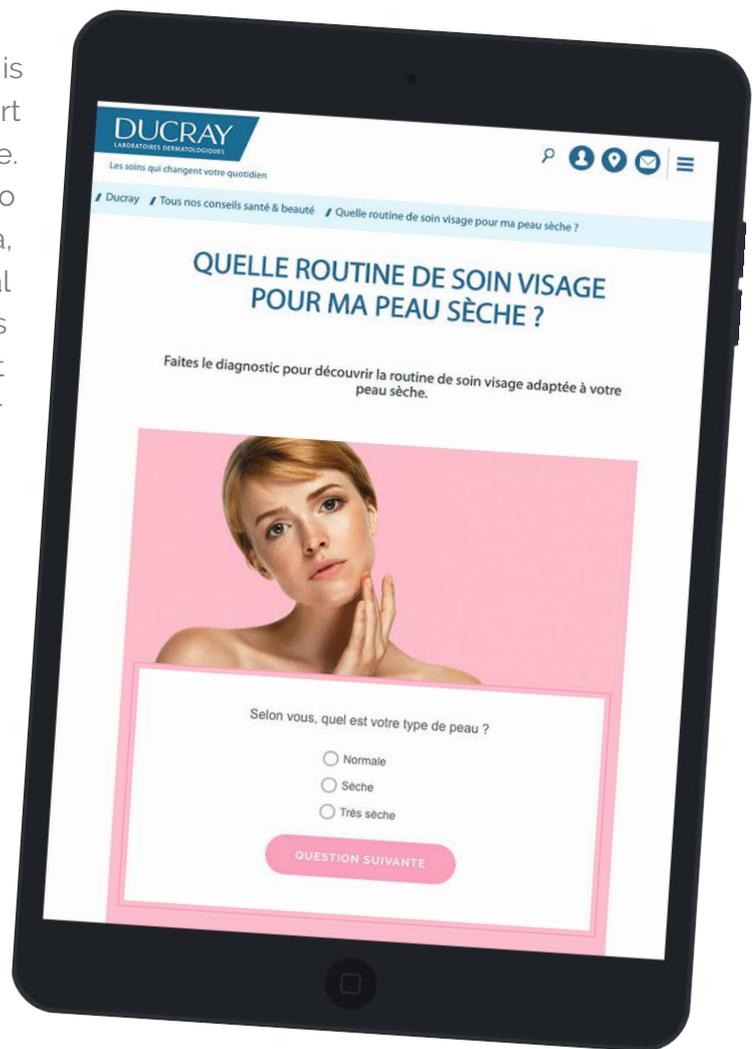
In the summer of 2019, **Ducray**, a brand specialising in skin and hair care, offered users a diagnosis of their skin's hydration.

During their participation, users were invited to answer a few questions about their skin type, the imperfections present on it and their expectations when using a moisturising treatment. Once the questionnaire was completed, the participant had to fill out an identification form with their name, first name and email address to discover the result of their diagnosis. In order to support the client, the result was associated with a personalised care routine proposal to be consulted on the brand's website.



In this case, the personality test is aimed as to advise and support prospects in their purchase phase. Therefore, it makes it possible to collect first-party declaratory data, then to personalise the commercial offer according to them. It then insists on the brand's expertise to attract users to participate, and that's rather clever!

If you want to increase your brand's visibility on social networks in addition to refining your segmentation, the use of a personality test is a wise choice.



There are many ways to model your personality test, we tell you more here!

Gamification to increase engagement

One of the objectives of gamification is to increase customer engagement. The notion of marketing engagement encompasses many concepts: global brand engagement, engagement on social networks, engagement in front of a personalised message (such as an email), or engagement in front of an advertisement.

When we talk about engagement in this ebook, we mean **increasing the frequency and intensity of a brand's interactions with its customers and prospects**.

So how can gamification help you strengthen your relationship with your audience?

Create multi-channel campaigns

You must vary the channels through which your messages are delivered. By diversifying communication tools and channels, you increase your chances of reaching your customers and prospects where they are and thus have an opportunity to build a relationship with them.

With gamification, you can play on this **multi-channel system**: publish your games on a website, a dedicated mini-site, a mobile application, social networks or an ad server.

You can also **combine the real world with the digital world** by creating a campaign inviting your customer and prospect to visit your store or website to participate. It will increase traffic to your physical and digital stores at the same time.



Some concrete examples

In concrete terms, how can gamification be used to engage your customers and prospects lastingly?

1. THE PSG ADVENT CALENDAR

A good example of customer engagement is the PSG Advent calendar, which was distributed during the Christmas holidays.

The principle was simple: every day in December, online and offline visitors were invited to discover a new box on the Advent calendar and try to win various gifts and discounts.



The PSG, famous French football club, offered its audience a cross-channel experience by broadcasting the game on online channels, via the brand's e-shop, and offline, thanks to tablets positioned in physical stores.

To collect data and acquire customers, users had to log in or, if necessary, create an account on the brand's website in order to be able to participate in the game.

Client accounts are a gold mine for brands to interact with their audience. The PSG approach is, therefore, particularly wise because it gives the company all the tools it needs to engage its prospects and customers lastingly!

In the end, the gamification campaign conducted by the PSG paid off: more than 180,000 Internet users participated and an average of 2,700 new profiles were collected per day.



If you use an identification form in your gamification campaign, don't forget to activate **Single Sign-On (SSO)**. This integration will allow you to facilitate the user's participation, enrich your database and increase the number of customer accounts created.

[Discover more Advent calendars here!](#)

2. THE DR OETKER PREDICTION COMPETITION

It's not a legend: football parties rarely do without pizzas.

For the 2018 World Cup, the **Dr Oetker Group** took the opportunity to launch a particularly unifying gamification campaign around the event.

The brand invited users to predict the score of Belgium's matches, as well as when the first goal would be scored.



In order to reach a wider audience and lastingly engage the community, the game was a 100% winner. All participants received a discount coupon and the 12 participants who predicted the closest scores received free pizzas. Users were challenged among themselves because the participant with the most accurate predicted scores won a Samsung television.



Offer a reward related to your brand to ensure you attract the right target. You may get fewer participations, but you will attract people who are interested in your product, which you will be able to convert more easily later.

As a result of this action, the company significantly increased its audience's engagement on social networks and, in total, 14,500 customers participated in the game. As for data collection, more than 6,830 new profiles were collected.

The prediction competition is a perfect tool to use at sporting events to create interaction with your audience!

Want more inspiration to create your prediction contest? Over here!

Gamification to increase loyalty



"In marketing, the concept of loyalty includes a lasting, preferential or exclusive attachment to a company or brand."

- **Mercator 12th edition**

We all have in mind an example of an interactive game to which we have participated. This **memorisation** is one of the aspects you can rely on to build audience loyalty. Furthermore, when talking about gamification, we are also talking about an original experience for clients and prospects.

The imprint of your brand in the consumer's head is only the tip of the iceberg...

Give your audience a reason to come back

By regularly organising gamification campaigns, you give your audience a reason to come back and interact with you and your company. This commitment allows:



The federation and animation of your community. When you have just participated in a marketing campaign, what is your reflex action? You share the game with your loved ones so that they too can try their luck, especially if there is an attractive reward at stake. A game that has become viral will allow you to cross borders to introduce your brand to a new audience and engage your existing community.



An increase in your notoriety. Through the creation of fun and original games, your reputation benefits from a positive, unique and modern aura. Customers and prospects will want to participate in your next campaign and keep an eye on your brand. Thanks to this dynamic brand image, your audience will be more attentive to your future commercial solicitations.



The personalisation of your commercial relationship. A game means a participation form. The data collected will allow you to interact with your audience in a more personalised way and build their loyalty. Use this data wisely to offer the most suitable offer for your customers' needs and attract them according to their preferences.

Example of successful retention

Discover some examples of gamification campaigns carried out by our customers to build audience loyalty.

1. PURINA'S PHOTO CONTEST

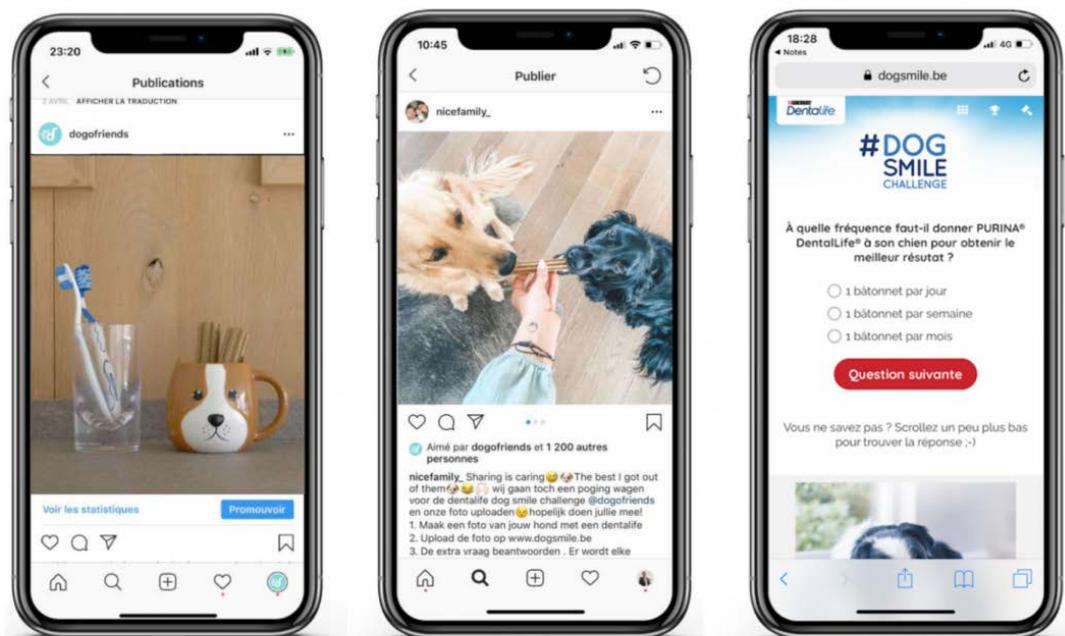
The marketing agency **Dogofriends** conducted a photo contest for the dog and cat food brand, **Purina**.

The objective was to promote the brand's new product, Purina Dentalife, a chewing stick for dogs.



For twelve weeks, dog owners could enter the photo contest by posting a photo of their dog with one of the brand's sticks and answering a short questionnaire. A question about the dog's name was asked in the form. A winner was selected each week and received a bag full of surprises, including six months of Purina Dentalife.

The gamification campaign was promoted through online (Facebook ads, newsletters, influencers,...) and offline (flyers, samples, internal promotions) channels, ensuring greater visibility with consumers.



The data collected in the photo contest were used to personalise the commercial messages. Each email sent to the participants was personalised with the name of the dog in the subject, previously collected via a form. The brand found that, thanks to this customisation, the **opening rate increases by 10% on average**.



Take advantage of your gamification campaigns to integrate forms and collect data. This data will then be essential to personalise your messages and commercial offers!

[Discover more examples of photo contests here!](#)

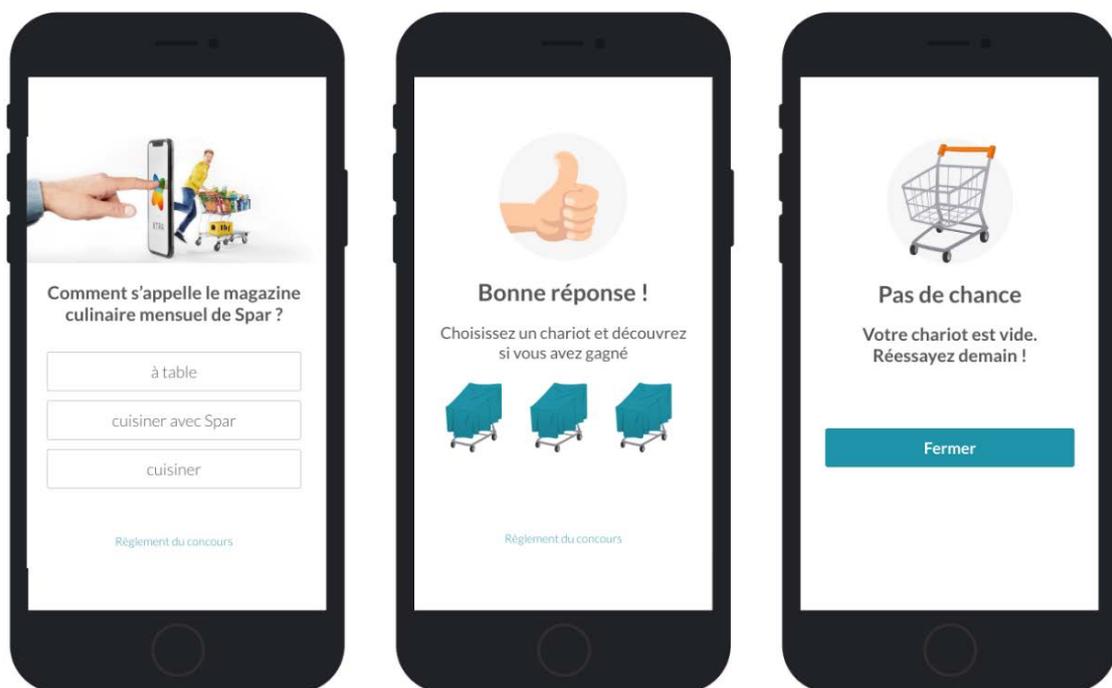
2. COLRUYT'S INSTANT WIN

Do you know about Instant Win games? The concept is straightforward: participants are invited to complete a form to immediately find out whether or not if they have won a prize.

Colruyt, a Belgian company in the retail sector, has used this type of format to build customer loyalty.

How? By proposing its customers to participate in a game to win vouchers, via the brand loyalty program available on the mobile application **Xtra**.

The game is fun and simple. The customer must answer a question and, if they have given the right answer, select one of the three shopping carts to discover if they are the lucky winner of a voucher, to be used in Colruyt brand stores.



This gamification action allows the brand to engage its customers and increase their loyalty through several levers.

First, the company communicates and publicises its loyalty program to its audience; it is promotion. As a result, occasional customers were able to download the application and be integrated into a complete and personalised customer journey. The brand will then be able to establish a more qualitative relationship with them.

At the same time, the company **rewards customer loyalty** through prizes distribution. This reward always encourages the loyalty and commitment of consumers who feel recognised. Taking care of your customers is essential!

Overall, this gamification campaign registered more than 374,000 entries. An excellent opportunity for the brand to measure customer loyalty!

[Come and discover more examples of instant win campaigns here.](#)

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"Today, the conversion rate of our Qualifio contests lies between 5-10%. That means that out of 25,000 unique participations we get 1,200-2,500 new print magazine subscribers. In total, for all our brands, Qualifio represents around 45% of our leads generated."

Johannes Orskov

Digital Lead Specialist at Bonnier Publications



Gamification is your ally to support your sales efforts at all stages of your customers' journey, from data collection to customer retention and audience engagement.

If you were looking for ways to leverage gamification as part of your marketing strategy, we hope we have provided you with all the elements you need to exceed your business objectives.

To maximise the benefits of this type of marketing campaign, don't forget to set measurable objectives beforehand so that you can continuously improve your actions.



OUR LAST TIPS BEFORE YOU START:

Be inspired by the success models presented in this ebook: Eggo, Ducray, Dr Oetker, PSG, Colruyt and Purina.

Be creative and **dare to take risks** to attract your prospects and customers. Don't forget that the act of buying is often linked to the notion of pleasure, surprise them!

Capitalise on all the data you collect. Use all the information you collect to personalise your solicitations and improve the business relationship you offer to your customers.

Now that we've told you everything, let's go?

About Qualifo

Qualifo is Europe's leading interactive marketing and data collection platform. It allows publishers, brands and agencies to easily create and publish interactive content on websites, mobile apps and social media. Quizzes, contests, surveys, tests, animated games and 50+ other innovative formats allow them to collect data and to grow, engage, qualify, segment and monetise their digital audiences.

Qualifo enables marketing, content, data and sales teams to publish a wide array of interactive formats, in record time and at a reduced cost, with no IT knowledge.

Qualifo is designed to be an integral part of its clients' data ecosystem. It easily integrates with other corporate data tools such as CRM, CMS, marketing automation softwares, Single Sign-On, Analytics, DMP or even payment systems.

Qualifo is perfectly suited for media and brands with multiple brands and users. Along with access to the online platform, it provides a highly responsive helpdesk, training and customer success programs, as well as a Studio to build custom campaigns on behalf of clients.

About the authors



Estelle Van de Velde, Content Manager at Qualifo, is passionate about technology. Coming straight from London, where she honed her knowledge of content marketing and SEO for four years, she joined Qualifo to talk about data and interactive marketing to help you create the best marketing strategy.



Bérangère Leven, Digital Marketing Assistant at Qualifo, is passionate about digital tools and the opportunities they offer to enrich the customer experience. Placing the customer at the heart of her actions, she will provide you with the best practices to model your marketing campaigns.

Resources

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